

The New Army Slogan

Story by Paul Boyce
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**The Army's
new recruiting
advertising
campaign
debuted
nationwide in
January with
an exciting one-
minute television
commercial, a
new logo and a
new slogan.**

A SINGLE figure runs through the vast desert of the National Training Center at Fort Irwin, Calif. Dust trails behind his military boots as the dawn light shimmers off his metal dog tags. His breathing's cadence mixes with his heart's pumping rhythm. Sweat pools on his olive-drab T-shirt. He runs toward you. Radio communications chatter echoes. A helicopter buzzes overhead, and other soldiers dart from side to side. The lone soldier races past them, running forward, proud and strong. Clearly, he is an individual, but part of a larger team.

The Army's new recruiting advertising campaign debuted nationwide in January with this exciting one-minute television commercial, a new logo and a new slogan: **"An Army of One."** Much like that soldier running in the desert, the slogan has a double meaning, emphasizing personal growth and individual opportunity while continuing a 20-year emphasis on teamwork, service to country, unity of purpose and "The Army" as a total team of active and reserve-component forces.

"'An Army of One' is more than a slogan," said Ray DeThorne, executive vice president and account director at

Leo Burnett, the Army's advertising firm. "It's a philosophy reflecting Army traditions of teamwork and personal transformation, explaining how soldiers become leaders. This is the Army's new face and voice."

Working with the Army's senior leaders, U.S. Army Recruiting Command and subcontractors Cartel Creativo and IMAGES USA (to reach Hispanic and black youths), the Leo Burnett creative team designed fresh messages focusing on individual skills, individual integrity and the personal side of being a soldier. Many agency team members drew on their experiences as veterans or military family members to tailor the vivid messages.

"Soldiers are trained to think, to react and to take on large responsibilities at a young age," said Patrick Lafferty, Leo Burnett's vice president and an Army veteran. "We're finding new ways to communicate these unique benefits to young people — to tell them about something they can get only in the Army. This is a challenging opportunity for them, with relevance to their lives."

"We showed many recruiting-age young people the concept ads and the new slogan," said COL Kevin Kelley, director of advertising and public affairs at USAREC. "To a person, each one of them got it. They understand the idea of personal growth, the opportuni-

ties the Army offers and that the Army is bigger than one person. They understand that it's a team, and a team effort."

For the recruiting part of this team effort, the Army wants 79,000 men and women for the active ranks and 36,000 for the Army Reserve. To help achieve this goal, the new ad campaign initially includes six broadcast and print ads; direct marketing and promotional activities such as a partnership with the National Hot Rod Association; and the www.goarmy.com website and related Internet activities. In fact, Army officials predict the advertising will "drive people to the Army website" as a communications focal point where potential applicants will receive quick, up-to-date, personalized information about Army opportunities.

As for that lone runner in the ad who says, "even though there are 1,045,690 soldiers just like me, I am my own force," he's not an actor. CPL Richard Lovett is a combat engineer from Fort Bragg, N.C., and one of many soldiers featured in the new advertisements filmed at Fort Irwin, Fort Jackson, S.C., and at a Los Angeles studio. Other ads with other soldiers will debut this month. Lovett says he's honored to be one of the soldiers representing the might of the U.S. Army. □